

## **NCDOT Logo Program: Business Location Change from Rural to Urban**

### **General:**

North Carolina's Logo Sign Program is administered by the Department of Transportation and is intended to provide notification of qualified specific service businesses located at an interchange. The qualifications criteria for a Gas, Food, or Lodging specific service business includes a maximum distance from the interchange based on whether the interchange is rural or urban.

### **Information from Logo Rules (19A NCAC 02E.0219 Eligibility For Program):**

The program rules define a rural interchange as an interchange along a freeway that is located either in a rural unincorporated area or within the corporate limits of a city or town with a population of less than 40,000. An urban interchange is defined as an interchange along a freeway that is located in or within one mile of the corporate limits of a city or town with a population equal or greater than 40,000.

The rules further specify that Standard agreements for Gas, Food, and Lodging businesses are allowed for businesses located within one mile of an urban interchange; however, the rules allow a Standard agreement for businesses located up to three miles away from a rural interchange.

### **Provisional Agreement Required – Change in Contract Required for an Existing Gas, Food, or Lodging Participant with a Standard Agreement When a Rural Interchange Becomes Urban Due to Population Growth as Follows:**

If a participating Gas, Food, or Lodging business at a rural interchange is further than one mile and has a Standard agreement, and the interchange becomes an urban interchange due to population growth, then the Department will cancel the Standard agreement held by business, and offer a Provisional agreement. If at that time, a business located within the one mile distance requests participation, and there is not otherwise room on the sign for the requesting business, then the contract for the furthest business from the interchange (that is further than one mile from the interchange), shall be cancelled and the business panels shall be removed at the annual contract renewal date.